



VOL. XVI, No. 6.

{SIXTEENTH  
YEAR

GLOUCESTER, MASS., SATURDAY, AUGUST 10, 1912.

PRICE FIVE CENTS

## Magnolia

**T**HE fete to be given by Mrs. John Hays Hammond on the spacious lawn of her residence on Lookout Hill, Fresh Water, August 23, promises to be one of the notable events of its kind of the year in New England if not the most notable, from the financial as well as the social side. The object, to increase the fund for the Woman's Titanic Memorial Arch, has a universal appeal.

President and Mrs. Taft, who will be at the summer White House in Montserrat at the time will motor over to Gloucester to be the guests of honor at the fete.

In addition to the summer colonists the people of Gloucester and nearby cities will attend what will be one of the most brilliant functions in the social history of this section of the State.

Mrs. Hammond is secretary of the Woman's Titanic Memorial, which, in its campaign to erect a monument in Washington to the Titanic heroes, is backed by practically every organization of women in the country. On the program for the afternoon are Edith Wynn Matthison, Charles Rann Kennedy who will give the marriage scene from "As You Like It," William K. Harcourt, and Mrs. Harcourt, (Alice Fisher) and other famous theatrical and musical people. Everything possible has been done to insure an excellent program. The price of admission will be \$5.00.

Among the patronesses of the performance are the following well known women: Mrs. William Howard Taft, Mrs. Eugene N. Foss, Mrs. Gordon Abbott, Mrs. R. L. Agassiz, Mrs. J. Bryce Allan, Mrs. Oliver Ames, Mrs. L. Anderson, Mrs. Reed Anthony, Miss Cecelia Beaux, Mrs. Prescott Bigelow, Mrs. Parker Blake, Mrs. William J. Boardman, Mrs. Robert S. Bradley, Mrs. Marie H. Bray, Mrs. G. B. Chandler, Mrs. Winthrop Murray Crane, Mrs. George H. Crocker, Mrs. John S. Curtis, Miss Clara Curtis, Mrs. Robert Fulton Cutting, Mrs. Walter B. Denegre, Mrs. William F. Draper, Mrs. R. D. Evans, Mrs. J. Sloat Fassett, Mrs. H. Reginald Fitz, Mrs. Henry Clay Frick, Mrs. Augustus P. Gardner, Mrs. John L. Gardner, Mrs. T. Harrison Garrett, Mrs. Wallace Goodrich, Mrs. David S. Greenough, Mrs. John Greenough, Mrs. H. L. Higginson, Mrs. Oliver Wendell Holmes, Miss Hunt, Mrs. James Marsh Jackson, Mrs. Claude Kilpatrick, Mrs. Maynard Ladd, Mrs. George Lee, Miss L. W. Law, Mrs. Levi Z. Leiter, Mrs. Adele R. Lingard, Mrs. Henry Cabot Lodge, Mrs. Edward H. Loftus, Mrs. Augustus P. Loring, Mrs. James McMillan, Mrs. Anson Mills, Mrs. Samuel J. Mixer, Mrs. William H. Moore, Mrs. Charles T. Parker, Mrs. Isaac Patch, Mrs. Henry Cleveland Perkins, Mrs. John C. Phillips, Mrs. Dudley Pickman, Mrs. C. A. Porter, Mrs. Gordon Prince, Mrs. S. A. Raymond, Mrs. Quincy A. Shaw, Mrs. William A. Slater, Mrs. Algon S. Sullivan, Mrs. Edwin C. Swift, Mrs.

Continued on Page 4

## The Rockport Shore

**T**HE advent of the battleship squadron here today will live up to things perceptibly. They are scheduled to depart next Friday and in the meantime a new factor of interest and entertainment will be added to the attractions of this locality.

The Ocean View is entertaining a large number of the officers of the battleships and their

## East Gloucester

**W**HEN are they going to build the new Colonial Arms? This question is frequently asked and it appears as if the sentiment of the resort patronizing public is that the time is ripe at East Gloucester for an establishment similar to that burned several years ago.

High tide everywhere along the line with the

## The Annisquam Region

**T**HE yacht race Saturday was one of the most exciting seen here for many a day, being won by good judgment and clever sailing. Yachting is a natural accompaniment of summer life at Squam and to Com. Wiggin and the nucleus of yachtsmen in this locality great credit is due for keeping alive the sport. Although the fleet is confined to one class this season, yet the boats are so closely matched that every race is a matter of doubt until the gunfire at the finish, as was the case last Saturday.

The entrance of the Hammond boat, Swallow, which has been altered in the garboard so as to float in the class, has added another contestant of merit which will give the others a tussle and this makes for the interest all around. The Squam 15 footers appear to be the logical boat to develop the fleet here and it is along this line that the sport will progress.

It would be a pity not to utilize the superior opportunities that Ipswich bay affords for yachting, opportunities different than are presented in most other courses on the coast. In the afternoon the wind rushing along the crescent of Coffin's beach or coming from the eastward from Halibut point often furnishes a stiff scupper breeze while the boats in the Gloucester course are frequently at the same time, soaking in the doldrums. The Ipswich bay course is one of the best on the coast.

At the Club house Saturday evening the usual dancing party was held with music by the Imperial Orchestra of Gloucester. It was well attended despite the fact that there were several other social diversions, among them being a dancing party at the Smith cottage and a character party at the home of Mr. and Mrs. William T. Brundage.

There was a large attendance at the afternoon tea. Mrs. Frederic Rose and Mrs. Gleason poured and were assisted by Misses Florence and Dorothy Spencer and their guest Miss Wright.

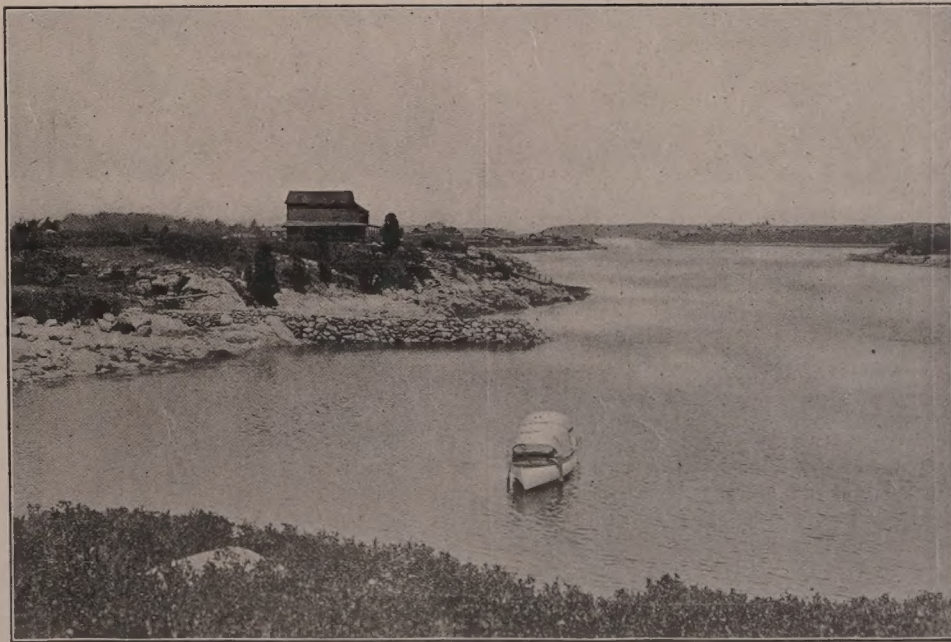
Miss Alice Coddington and Miss Carmelita Latimer are the committee appointed by the club to take charge of these affairs and they arranged the tables and made the other preparations as usual.

Miss Pauline Smith daughter of Mr. and Mrs. Benjamin A. Smith, gave a pretty dancing party to about 30 of her friends among the summer colony and in Gloucester, at her parents summer home, South Villa, Norwood Heights. The party danced on the spacious piazza and Astrella Brothers orchestra of Boston, furnished the music, which was excellent. All entered heartily into the pleasure of the evening and departed with reluctance.

Miss Elizabeth Fobes of Cambridge was the recent guest of her cousin, Miss Nancy Flagg at the Barnacle.

Friday afternoon Mrs. Samuel Goddon of the Brynmere entertained five of her friends at the Barnacle at tea and cards.

Continued on Page 3



VIEWS ON THE ANNISQUAM RIVER, FROM ANNISQUAM ISLAND

families, including Com. J. R. Poinsett Pringle and Mrs. Pringle, Lieut. and Mrs. Fairfield, Lieut. and Mrs. Theobald of the U. S. S. Nebraska.

Mr. and Mrs. C. T. Hallinan of Chicago are spending the month at the Ocean View. Mr. Hallinan is connected with the Chicago Evening Post.

Mrs. L. D. Willcutt and Miss M. G. Willcutt of Cohasset are visiting their friends, the Keeleys of Philadelphia, at the Ocean View.

Mr. and Mrs. D. Edward Bliss of New Bedford are making a short stay at the Ocean View.

Continued on Page 3

indications that this flood tide of travel will remain at its highest notch until Labor Day. Meanwhile it seems as if there never was such a lively social season. Something doing all the time.

Mr. and Mrs. F. G. Shepherd of Plainfield, N. J., are registered at the Rockaway until September.

Monday, the Woman Suffragists will hold forth in the Hawthorne inn casino, the speakers announced being Mrs. Marion Booth Kelley, Miss Louie R. Stanwood, Mrs. Richard Warren Fitzgerald and Hon. Roger Sherman Hoar.

Continued on Page 2



## The Cape Ann Shore

Devoted to the Interest of the  
Summer Residents of Cape Ann

ISSUED WEEKLY DURING THE SUMMER SEASON

PUBLISHED BY THE

NORTH SHORE PUBLISHING CO.

GLOUCESTER, - - - MASSACHUSETTS

Subscription price, 35 cents per year in advance.  
50 cents at end of season.

For sale at all the summer hotels, at Shurtleff's news stand, Main street.

### TO ADVERTISERS

The CAPE ANN SHORE, now in its sixteenth consecutive season, is the only summer resort publication on Cape Ann. It reaches every section of the cape, and is the only means of communication of the kind between the merchants and the summer residents. Therefore its value as an advertising medium is self-evident. It contains each week a full and complete account of the social happenings of the summer resort section. It occupies a place by itself in the advertising field, reaching the most profitable customers along the North Shore. Advertisers should remember these facts.

PRINTED AT THE OFFICE OF THE BARRY PRINTING COMPANY, SALEM, MASS.

### TIDES ON CAPE ANN

Specially Computed for the Cape Ann Shore

#### HIGH TIDE

DATE	A.M.	P.M.
Aug. 11	9.36	10.41
" 12	10.21	11.31
" 13	11.00	11.24
" 14	11.34	11.52
" 15	12.16	12.42
" 16	1.07	1.32
" 17	1.59	2.24

### The Automobile

While it is not true that the automobile has revolutionized the summer resort industry it has very materially changed the situation in this business. Before its advent families came and stayed at the hostelry for a term of weeks. July was spent at the seashore, and August in the mountains or vice versa.

With the advent of automobiles and good roads the situation changed. While the resort business has been stimulated by the increasing number of tourists in autos the stability of the clientage has decreased; that is much shorter stays are made than formerly. Where a family confined itself to one or two changes during a season the opportunity is now presented to test the merits of practically all sections. In this way a man on the lookout for a permanent summer home is afforded an opportunity for an exhaustive comparison of the merits of various localities.

In this respect the automobile is really a builder up and not the contrary as supposed, as witness Eastern Point which for years laid undeveloped by reason of lack of transportation facilities.

With the appearance of the automobile, furnishing the missing link in essentials, Eastern Point boomed steadily ahead and is continuing to boom as all who know its recent history are aware. The auto has increased property and land values there fully \$2,000,000 in ten years.

More and more the automobile will become a family adjunct and more and more the American family will venture far afield and explore nooks and corners of the land which would otherwise be undiscovered country. This means a revival of the country inns, and a further stimulus to the large hostelries it being stated that 80 per cent of the resort business in the mountains is from autoists although it reaches nothing like these proportions here. The auto is here to stay and multiply.

Incidentally it is at once apparent that the use of the auto must have cut a big hole in the receipts of the railroad companies which, in the past, have reaped so much from the resort traveling public. Nowadays it is nothing for families from Chicago and farther to motor on to New England and return the same way. Many millions are annually lost to transportation companies in this way.

We are really returning to the old stage coach days of traveling only the auto has displaced the horse.

### East Gloucester

Continued from Page 1

Mr. and Mrs. W. C. Noetzel of Newton Center are making a stay into September at the Rockaway.

Mr. and Mrs. W. L. Bedell of Newark, N. J., were among the week's arrivals and will stay during August at the Harbor View.

The handicap match tournament which closed Monday was won in the first sixteen by E. B. Chandler of San Antonio. Score, five up and four to go, with E. B. Sargent of Cincinnati, second.

In the second sixteen Mrs. Fred Aldrich of the Moorland won three up and two to go, D. Chauncey Brewer of Boston being second.

The tea at the Bass Rocks club house Saturday evening was like its predecessors a pronounced success, some 200 of the colony being present. Mrs. George C. Thomas of Eastern Point and Philadelphia, poured the tea and Mrs. Walter G. Resor of Brookline served the lemonade.

Tuesday, Mrs. Henry C. Brent of Kansas City gave a tea to some of her friends, there being three tables.

A championship cup has been put up by Dr. William Jarvis, one of the committee, (winter residence, Montclair, N. J.) This cup is to be the property of the Bass Rocks Golf Club upon which will be recorded the member making the championship score each year, the contestant making the best score for 72 holes, 36 holes a day on any two consecutive days during the month of August. This is open for members of the Club only.

An event of more than ordinary interest will be the marriage of Miss Catharine Souther, daughter of Mr. and Mrs. Henry Souther of Hartford and Bass Rocks, and Winthrop Buttrick of Lowell which will occur Labor Day. Twenty-five years ago Miss Souther's mother, the daughter of Judge and Mrs. Edgar J. Sherman, was married on the same piazza overlooking the ocean where the words which will make the twain man and wife will be again pronounced. Judge Sherman built and for many years occupied this cottage which from in its unique location on a ledge right over the ocean became more than usually a place of note. The parents of Miss Souther own and occupy the cottage.

Merrill Hall and cottages are packed to their utmost capacity and the proprietors have every available room near at hand for coming guests.

Friday evening Mrs. Plancon and Miss Nickerson of Boston gave a very enjoyable entertainment in the parlor of the hotel, which was appreciated by some eighty guests of the house.

Sunday evening Mrs. Breaux of Washington favored the guests with some very fine piano solos. Mrs. Otto Leubkert of Washington rendered some very fine solos, and "The Rosary" was particularly enjoyed, as Madam Leubkert has a magnificent contralto voice.

Mr. Dehon Blake of Boston gave the guests a fine program and everyone enjoyed his delightful solos. Mr. William Russell of Louisville also favored the guests with one or two songs which were enjoyed with much pleasure.

Tuesday evening Miss Bertha McDonough gave recitations and readings.

August guests at Merrill Hall: Miss Alice S. Simonds, Miss Mary A. Simonds, Brookline; Judge and Mrs. Vanracenburgh, Kansas City; Miss Frances H. Johnson, Hartford; Miss Mary M. Gee, Miss Margaret Frank, E. Orange, N. J.; Miss K. C. deLong, Miss Fitzgerald, New York; Mrs. Richard Robbins, Boston; Dr. and Mrs. Emil G. Beek, Chicago; Mr. C. H. Nugent, Brooklyn; Mr. Russell C. Winship, Mrs. Russell C. Winship, Miss Helen F. Winship, Miss Laura B. Hill, Passaic, N. J.; Dehon Blake, C. B. Morrill, Boston; Mr. and Mrs. G. A. Mellen, A. L. Mellen, Miss Dorothy Mellen, Miss Beatrice Mellen, Lawrence; Mrs. Thomas P. McCormick, Miss Alice McCormick, Baltimore; Miss Cara Franklin, Master I. F. McKenny, San Antonio, Tex.; Mrs. Delos R. Moon, Miss Betty Moon, Eau Claire, Wis.; Miss Grace McFaden, Lawrence; Miss Lillie O. Estabrook, Newburgh, N. Y.

Continued on Page 6.

### The Olympia Theater

One of the best appointed and best conducted theaters in the smaller cities is the Olympia theater below the post office on Main street. This establishment is one of a chain and twice each week presents a high grade performance of the best acts in vaudeville and the pick of the best motion pictures from the studios of the leading producers of this country and Europe. During its career it has made many friends in the summer colony who find here an adequate and satisfying place of amusement during the summer months. Many theater parties from the hotels and cottages to the Olympia are the vogue. The tone of the establishment is high and the management caters only for the best class of patronage.

### MARSHALL & MARCHANT, 118 MAIN ST., GLOUCESTER, MASS. HIGH GRADE CONFECTIONS



During the 18 years we have been established we have built up an enviable reputation for high-grade CONFECTIONS. One of the finest and most artistically appointed establishments of the kind in New England. Finest and largest assortment of CANDIES on the North Shore. SODA, ICE CREAM and SHERBETS, all flavors. Telephone Connection.

118 Main Street, Gloucester, Near the Street Railway Waiting Station

## Sea Shore Lots For Sale AT BRIER NECK

(Registered Title)

☑ Situated in the extreme southeasterly part of Gloucester, and bordering on the ocean. Little Good Harbor Beach connects Brier Neck with Bass Rocks.

☑ Water, gas, electricity and telephone service. Long stretch of sandy bathing beach. Graded avenues throughout the property. Reasonable building restrictions.

☑ The most conveniently located and the lowest priced summer building land now remaining on the North Shore.

For further particulars, address

**FRED. A. SHACKELFORD**

Cape Ann Savings Bank Building, 111 MAIN STREET, GLOUCESTER

At Good Harbor Beach Inn Afternoons During July and August.

## GLOUCESTER DAY! MIDSUMMER CARNIVAL AT STAGE FORT PARK Wednesday Afternoon and Evening AUGUST 14, 1912

CONTINUOUS BAND CONCERTS  
JAPANESE DAYLIGHT FIREWORKS  
BABY SHOW

### ATTRACTIONS EXTRAORDINARY!

The Great Ulvin in His Daring Slide for Life.  
Bonnetti, King of the Air, in Thrilling Balloon Ascension  
with Triple Parachute Jump  
And the Burgess Hydro-Aeroplane—Exhibition Flights by  
Phillips Ward Page, Master Aviator.  
Also Most Magnificent Fireworks Display at Night.

### VISIT "THE MIDWAY"

Marvelous Attractions. Great Vaudeville Show. Up-to-date  
Country Circus. Merry Go-Round. Punch and Judy.  
Continuous Lunch from Noon till 10.30 P. M.

## ADMISSION FREE

Ample Steam and Electric Car Service. If Stormy, Next Fair Day.



**The Rockport Shore***Continued from Page 1*

A motoring party which spent several days at the Ocean View included, Mr. and Mrs. R. L. Chase, Miss Marion B. Chase and chauffeur of North Adams.

Mrs. E. E. Wentworth and Miss Elizabeth Bonham of New York have taken a suite at the Ocean View for the rest of the season.

Mr. and Mrs. R. F. Bartlett of Arlington spent the week at the Ocean View.

A Providence party spending August at the Ocean View includes, Mrs. Dexter and Miss Dexter.

Mr. and Mrs. Edward W. Morley motored here from Hartford this week to the Ocean View making this place the basis for trips into the country.

Mrs. H. R. Benedict and sons, Thomas H. and H. G. Benedict of Roselle, N. J., are August guests at the Ocean View. Guy Benedict is a strong tennis player and is looked upon as a possible winner in the tournament which commences on the Ocean View courts next Thursday. Thomas Benedict is one of the strong swimmers of this locality and has the Australian crawl stroke down in fine style.

Mr. and Mrs. R. P. Fowler of Springfield arrived here in their motor car for the rest of August, this being their fifth season at the Ocean View.

Miss A. H. Alley of Lynn and Miss Addie E. Maynard of Fairhaven, Vt., are making a two weeks stay at the Ocean View.

A. N. Goddard and family of Athol are spending a week at the Ocean View.

*Continued on Page 9.***The Annisquam Region***Continued from Page 1*

Mr. and Mrs. Coleman and son Everett and Mr. and Mrs. Fred Wheeler of Somerville and Mr. and Mrs. George Wheeler of Haverhill, have been guests of Olin Wheeler of Somerville in his houseboat at Wheeler's wharf.

Mr. and Mrs. Phillip B. Fouke of the Moorlands gave a party Saturday to 14 of their friends who are also guests at the Moorland. The party came from East Gloucester in the launch Niobe. The guests were Mr. and Mrs. Stewart, Mr. and Mrs. Pierce, Mrs. Eliza Riddle, Miss Ethel Riddle, Miss Emily Riddle, Miss Katherine Webb, Mr. and Mrs. Longstreph, Miss Gould, A. W. Holst, Mr. Mendell, Miss Gamble, Mrs. Bush, Miss Hubbell and Miss Flint.

Miss Ethel Bradley, Mrs. James R. Pringle and Miss Ella Burnham were the guests of Capt. Sylvanus Smith who is spending the summer at Riverview, in the Captain's spacious cabin launch, to York beach this week where they witnessed the pageant of Hiawatha.

Mr. and Mrs. Wilfred H. Price and daughter Barbara who have been occupying the Wishart cottage on Nashua avenue, will spend the month of August in Laconia, N. H. Mr. Price is the superintendent of schools in Watertown.

Miss Jean Allen of New York is the guest of Miss Eleanor Bartlett.

James Peabody and family of Roxbury have arrived at one of the Sargent cottages on Nashua avenue and will occupy it for the rest of the season.

George Lockhart of Roxbury who has a cottage at Nashua avenue will occupy it during August.

Mr. and Mrs. John P. Bartlett have returned from their trip to Cape Cod and have had as guests Howard Parsons and C. R. Fitch of New Britain, Conn.

*Continued on Page 5.***Briar Neck.**

Briar Neck at the easterly end of Good Harbor beach, was a few years ago No Man's land, supposedly and attracted by its superior situation, a horde of squatters encamped upon the place and there sprang up almost in a night, a settlement of shacks. That is a thing of the past. The title has been settled and the shacks have long disappeared and in their stead tasty cottages have been erected forming a nucleus for the Good Harbor Beach Inn which in its initial season is enjoying a large measure of prosperity and is in high favor with those who have made the acquaintance of the locality and the house. The cottage settlement is constantly growing and the following is this seasons roster.

Mr. Slach of Wakefield has just completed a bungalow and the family moved in the past week.

Charlton cottage will be occupied during August by John Hummel of Watertown.

The Misses Hall of Rochester, N. Y., have the Rogers cottage.

Mrs. Frank L. Morrison of Franklin, N. H., with her brother E. J. Hancock are in the Morrison cottage.

Charles Swinson expects to have his cottage completed soon, as does also Mr. Hinkle of Wakefield.

Rev. and Mrs. C. Oscar Ford of Greenfield, with their children Mary and Eloise are here for the season.

Miss Jennie A. Houston of Chicopee is occupying her cottage on Cliff road of Briar Neck.

Mrs. Harriet H. Hersey of Charlestown is occupying her cottage on Briar Neck road.

Mr. and Mrs. William J. Johnson of Manchester are at their cottage.

Rev. W. P. Rankin of Cambridge is making extensive alterations on his cottage which will be completed soon, as are also Mr. and Mrs. Heman's of Somerville.

Mr. and Mrs. James V. Somers and family of Gloucester are occupying their cottage.

Mr. and Mrs. Edward N. Stillman of Charlestown are at their cottage for the season. Mr. Stillman is a contractor and has just completed the Slack bungalow and is now working on the Swinson cottage.

Frank W. Lothrop of Gloucester has just completed his cottage and with Mrs. Lothrop are occupying it for the present.

Henry A. Spates, superintendent of streets of Winchester, formerly of this city, has started a nine room house and will have it ready to occupy early next spring.

Mr. and Mrs. J. Frank Fisher of Fitchburg are occupying the Cameron cottage. They are accompanied by Mrs. A. C. Wellington of Cambridge and Mr. and Mrs. Arthur O. Scott of Lunenburg.

The Folk cottage is occupied by Mrs. Mary B. Anderson of Madison, N. J., and her daughter, Mrs. Case and son, Calvin Case.

Capt. and Mrs. John Geary and sons, Joseph and Walter, are at the Geary house for the season.

Prof. Harry C. Chase of Tufts College and family, have taken the Stacy cottage for August.

Mr. and Mrs. W. A. B. Smith of Gloucester are at the Ocean View cottage.

Rev. and Mrs. Franklin Hamilton of Milton have the S. Smith house.

Mr. and Mrs. Everett F. Damon of Boston are occupying the Sargent cottage.

The cottage of Miss Ethel Jacobs of Kansas City is completed and ready for occupancy.

Parker cottage is occupied by John Hughes and family of Boston.

Capt. Forrest F. Hall of the Brighton division of the Boston Police department was a guest over Sunday at the Good Harbor Beach Inn. Mrs. Hall together with her daughter, Mrs. L. A. Linscott have been stopping at the Inn the past week. This is the second visit of the Linscotts, they having been at the Inn over June 17th.

S. H. Heller of Melrose is a weekly guest over Sunday at the Good Harbor Beach Inn. Mrs. Heller is registered there for August.

A. Piatt Andrew ex-assistant secretary of the Treasury, Mr. and Mrs. A. P. Andrew and Mayor Patch and family are weekly guests at the Harbor View Inn.

Miss A. E. Nugent of Boston has returned for August at the Good Harbor Beach Inn. She was a guest previously for two weeks, from July 10th to July 25th.

Arrivals at Good Harbor Beach Inn:—Mr. and Mrs. A. P. Andrew, La Porte, Ind.; Mr. and Mrs. Isaac Patch, A. Piatt Andrew, Helen A. Patch, Paula L. Patch, Gloucester, Mass.; Mr. and Mrs. L. A. Linscott, Mr. and Mrs. Forrest F. Hall, Brighton; Mr. and Mrs. S. H. Hellen, Melrose; Mrs. H. B. Haselton, Miss Flora Goodspeed, Gardner, Mass.; G. B. Bridge and wife, Beatrice Bridge, Jeannette Bridge, Springfield; William E. Bruett, New York City; A. G. Kent, Malden; F. M. Hall and wife, New Britain, Conn.; Mr. and Mrs. H. E. Dodge, Pauline Dodge, Somerville; J. B. Holden, A. P. Holden and wife, Malden; Mrs. Alonzo T. Gifford, Maud L. Gifford, Fitchburg; Mrs. George E. Davis and baby, Dorchester, Mass.; Mr. and Mrs. C. A. Frost, Miss Beatrice Frost, Belmont; Miss A. E. Nugent, Boston.

**C. F. PULSIFER****Nurseryman and Landscape**HARDY PLANTS  
A SPECIALTY

Gardener

GARDENS MADE  
AND PLANTED

230 Washington St.,

Gloucester, Mass.

**MAGNOLIA AUTO BUSS LINE!**

We have now running between Gloucester and Magnolia, White pneumatic tired passenger busses. Running time as follows:  
Leave Wetherell's Drug Store, Post Office Square, every hour from 9 a. m. to 10 p. m., except 12 noon and 7 p. m.  
Leave Magnolia every hour from 9.30 a. m. to 10.30 p. m., except 12.30 p. m. and 7.30 p. m.  
Telephone 200 PERKINS & CORLISS Gloucester

# Poland Water

Has cured thousands of cases of diseased kidneys and bladder. It has created for itself the greatest of markets among the intelligent thinkers of the world.

Poland Water never changes.

¶ The purity of Poland Water places it entirely apart from other waters. Three eminent chemists of world-wide fame have stated under oath that out of the thousands of waters they have analyzed they never found one to equal Poland Water.

All Poland Water is bottled at Poland Spring

FOR SALE BY

F. A. Poole, . . . . . Rockport

Bullock Brothers, . . . . . Manchester

F. A. Barker, Connelly & Hooper, Gloucester

Send for Illustrated Booklet

HIRAM RICKER & SONS, SOUTH POLAND, MAINE

Boston Office, 153 Franklin Street

## KEEP COOL IN HOT WEATHER!

### The Gloucester Electric Co.

Furnishes Electric Light and Power to all places on Cape Ann and the Town of Essex

#### ELECTRIC FLAT IRONS

For the Laundry

Contribute to the Comfort of Servants. To be had at Cost

A Full Stock of Electric Appliances for Domestic Purposes

OFFICE, 102 MAIN STREET, NEAR WAITING STATION

GLOUCESTER, MASS.

## FOR SALE.

The Eaton Estate, located on the Souther Road, Bass Rocks, a modern house with modern improvements, containing five master bed rooms, two servants' rooms, living room, dining room, pantry, kitchen, hallway, large piazza; lighted with gas; instantaneous hot water heater, furnace heat, open fireplaces. With this sale goes all the fixtures and furnishings as at present contained except personal belongings; a complete small establishment in an unexcelled neighborhood. Has a garage and a lot of land overlooking the ocean for miles. The elevation is on top of the hill; fine views in all directions. The lot is 100 feet on Souther Road, 168 feet on the westerly side, 105 feet on the northerly side, and 147 feet on the easterly side. Lawn, flowers and shrubs surround the house. House was built at day labor, and is a substantial structure with every modern improvement. Can be seen at any time by appointment with

G. Percival Chick, Sole Agent.

Telephone 245-W or at night 8753-4



## DISTINCTIVE Summer Footwear



and SEA SIDE SHOES

**FREDERICK REYNOLDS**

The Leading Shoe Dealer

128 Main Street, Gloucester, Mass.

Successor to Shackelford & Reynolds

## HARDWARE HEATING and PLUMBING

We employ a large force of expert  
Tinsmiths, Plumbers and Steam-fitters.

Our stock of Hardware and Kitchen  
Goods is the best kept and most com-  
plete of any store in Essex County.

Prompt attention given to new work  
or repairing.

MOTOR BOATS AND YACHT  
SUPPLIES.

PREPARED PAINTS.

**L. E. ANDREWS & CO.**

117-121 Main Street, Gloucester, Mass.

## Greeley's Pharmacy

Main Street, directly opposite Centre

NEAR STREET RAILWAY STATION.

Belle Meade Sweets.

Finest Line of Soda Fountain Flavors  
and College Ices in the city.

Special Attention to Compounding  
Prescriptions by Competent Registered  
Pharmacists.

A Complete Line of Toilet and other  
Articles carried in a High Grade Drug  
Store.

Foreign and Imported Cigars and  
Tobaccos.

**George F. Greeley**

Main Street, Gloucester

## ROCKAWAY

Situated close to the Water

Most Convenient Hotel at  
EAST GLOUCESTER  
to the Electric

W. H. PUBLICOVER, Proprietor

### Magnolia

Continued from Page 1

W. B. Thomas, Mrs. Russell Tyson, Mrs.  
Roger Walcott.

In addition to Miss Mathison, Mr. Kennedy  
and Mr. and Mrs. Harcourt, there will be sing-  
ing by the Boston Quartette and the Yale Quar-  
tette and dancing by Miss Virginia Tanner.  
Music will be furnished by the Salem Cadet  
Band. Other strong features will be added to  
the program in a few days. Many professional  
actors and singers have volunteered their ser-  
vices, saying that they would be glad to give  
them free, but it has been impossible to accept  
all of the offers.

A record was made early this week when the  
house registration went above the 700 mark  
the highest in the history of the Oceanside and  
the probability is that few, if any resort houses  
in New England can duplicate this showing.  
So insistent has been the demand for rooms  
that manager W. S. Warren, head clerk Nelson  
and all the office staff and the bell boys as well  
have had to give up their apartments in order to  
accommodate those desirous of getting in some-  
where and this state of things promises to con-  
tinue beyond Labor day. It may be said  
advisedly that the Oceanside is at a height of  
its prosperity, we were going to write zenith,  
but apparently that point has not yet been  
reached. Zenith according to Webster means  
at the point of culmination and this may not yet  
be written of the Oceanside.

Tomorrow, Sunday, at four o'clock the ded-  
ication exercises of St. Joseph's chapel, opened  
for the first time this summer, will occur. The  
church has filled a need of some years with the  
great increase of the Catholic population in the  
summer who have been obliged to go to either  
Gloucester or Manchester at much inconve-  
nience and expense. The services will be con-  
ducted by Rev. William J. Dwyer, P. R., of St.  
Ann's, Gloucester, assisted by the Rev. William  
J. Fennessy and Rev. Cornelius J. Herlihy, also  
of St. Ann's, the sermon being by Rev. August-  
tine F. Hickey of the Cathedral, Boston. The  
choir of St. Ann's church will furnish the musi-  
cal program.

Judge and Mrs. D. D. Woodmansee of Cin-  
cinnati, friends of President Taft, have returned  
to the Oceanside for their third consecutive  
stay. Judge Woodmansee's arrival is nearly  
coincident with that of President Taft, the golf  
and social partnership between the two being  
quite close and much of his time will be spent  
with the President on the golf links.

Mrs. John Davidson of Elizabeth, N. J., is  
among those who have returned to the Ocean-  
side for the rest of the season.

Mrs. H. C. Gorton and Miss Leslie Gorton  
of Rochester, N. Y., have returned to the  
Oceanside for an August stay.

Capt. and Mrs. W. S. Wyatt of Philadelphia  
have returned to the Oceanside for their annual  
visit and will remain through August.

Miss Julia Garrett and Miss A. R. Kay and  
William Warren Harper of Philadelphia have  
joined Mrs. Harper at the Oceanside for the  
rest of the season.

Mrs. H. L. Hill, child and maid and Miss  
Shiner of New York, who are touring on their  
way to Bretton Woods, made a stay at the  
Oceanside this week.

Mrs. Frank Ames and maid and her grand-  
son, Master Randolph Hall of Chicago, are  
registered at the Oceanside for August. Mrs.  
Ames' husband is prominently identified with  
the firm of Marshall Field & Co.

Vahid Fikey Bey, vice consul at Boston of  
the Ottoman empire, has registered at the  
Oceanside for August.

Mr. and Mrs. Alex McLaughlin and Alex  
McLaughlin, Jr., well known people of Pitts-  
burgh have arrived at the Oceanside for the  
rest of the season.

Mrs. H. B. McAlpine and maid were among  
the week's arrivals and will remain until the  
house closes.

Rev. Charles A. Stoddard one of New York's  
well known divines, and Mrs. Stoddard and maid  
are among the August registrations at the  
Oceanside.

Prominent Georgians who are returning to  
the Oceanside for the remainder of the season  
are Mrs. J. M. Johnson and maid, Mrs. W. W.  
Thomas, Mrs. R. W. Johnson, two children and  
maid, Mrs. R. R. Arnold, two children and  
maid, all of Atlanta.

John W. Lowe has joined his cousin, G. H.  
Gorman of Dayton, O., who has been at the  
Oceanside since the opening of the hotel.

Mr. and Mrs. E. D. Speck, Ford, Harold and  
Ballantine, and Miss Dorothy Speck and maid,  
are a well known Pittsburgh family registered  
at the Oceanside during August.

Newcomers to the Oceanside are Dr. and  
Mrs. H. N. Torrey, William Ford Torrey, and  
Master Emery Ford of Detroit, who will remain  
until Sept. 1.

Baltimoreans registered at the Oceanside for  
the month comprise Mr. and Mrs. E. Bartlett  
Hayward and Mrs. James D. Mason.

Continued on Page 6.

## NEWTON THE DRUGGIST

Main & Center Sts. NEW LOCATION—ON THE OLD CORNER Near St. Railway Station



### Ice Cream and Sherbets

Manufactured under  
the most wholesome  
and sanitary conditions

Delivered to all parts  
of the city

In our Candy Kitchen  
we manufacture

### SWEETS

of the Highest Grade

We Invite an Inspection of Our Establishment.

The most complete stock of DRUG STORE SUPPLIES in the city.

Our Soda Fountain is one of the finest this side of Boston.

Prescriptions a Specialty.

## GRAY'S LENDING LIBRARY

All the Latest Books on the Day of Publication.

The Largest Lending Library East of Boston.

2 Cents a Day Hires Any Book.

TENNIS RACKETS and BALLS BASE BALLS and SUPPLIES

### EASTMAN KODAK

A complete line of Kodak Films and Supplies. Developing  
and Finishing promptly done in the best manner  
at Lowest Price.

## GRAY'S Sporting Goods House

MAIN STREET, GLOUCESTER

## "The House That Undersells"

☞ Selling "Direct from Factory to Wearer," we have the opportunity of giving you  
more styles and more value than can be obtained elsewhere.

☞ Our store is the largest and best appointed on the North Shore and our stock is  
now replete with this season's Shoes and Hosiery for the whole family.

Bathing Shoes Tennis Shoes Silk Hose, etc.

## THE BIG MODERN SHOE STORE SHOE-MART

158-160 Main St. Next to Thompson's Jewelry Store Gloucester

## GEORGE A. DAVIS CO.

Established 1869

SOLE CAPE ANN AGENTS FOR

## Schlitz Milwaukee and Roessle

### BEERS

Also BUDWEISER and FEIGENSPAN carried in stock.

Sole Agents for FRANK JONES and STERLING ALES in Bottles.

All kinds of IMPORTED and DOMESTIC LIQUORS in stock.

All goods delivered promptly in Gloucester.

Connections made with all Suburban Expresses.

TELEPHONE 24

2 Porter Street, Gloucester, Mass.



## Magnolia

Continued from Page 4.

Mr. and Mrs. W. H. Douglass, Miss Douglass, Master Douglass, Jean Douglass and maid and chauffeur of Tarrytown, N. Y., will spend the rest of the season at the Oceanside.

Mr. and Mrs. James W. Morgan, Eleonora, Edward H. Carroll, Dudley D. Morgan and Mrs. F. Abell are well known Baltimore people who have returned to the Oceanside for an end of the season stay.

Well known Salem people for many years patrons of the Oceanside who have returned for the rest of August are Mrs. Edward D. Harlow, Miss Harlow, Arthur and Edward D. Harlow.

Mr. and Mrs. E. Cecil Short and family with A. H. Pearson are among the Montreal people spending the season at the Oceanside.

A prominent Hartford family at the Oceanside comprise R. Allyn and Miss D. B. Allyn and maid.

Montreal people who are returning for an end of August stay at the Oceanside include Mrs. Alex Woods, Miss Evelyn Woods, and C. H. Woods.

Mrs. George H. West of Portland is registered at the Oceanside for an extended stay.

Miss A. W. Bispham of Roxbury, Conn., has registered at the Oceanside for August.

A New York family who are at Sea Vista cottage include Mrs. H. H. Dean, Miss Ruth Dean and Howard Dean as the guests Mrs. J. M. Gilkerson of St. Louis.

Mr. and Mrs. J. E. Gunnison, Mr. Gunnison being president of the Home Trust company of Brooklyn, are at the Oceanside for August.

Rev. and Mrs. R. S. W. Wood of Tuxedo Park are in the Lawton cottage for the rest of the season.

Mr. and Mrs. S. C. Long, Mrs. S. C. Long, Mrs. Francis Long, Misses Marion H. and Helen E. Long of Philadelphia are making a fortnight's stay at the Oceanside.

Miss Mary P. Withers of Kansas City is among the August registrations at the Oceanside.

Mr. and Mrs. A. J. Cooper, Miss C. C. Cooper, Miss Evans, Mrs. G. C. Stoddard and M. W. Cottrell of Bennington, Vt., are making the Ideal tour and motored to Magnolia and the Oceanside for the week.

Well known Pittsburgh people who have joined the already numerous colony from that city at the Oceanside are Mr. and Mrs. Marvin Scaife who will remain until September.

H. B. Freeman of Hartford has joined his son-in-law and daughter, Mr. and Mrs. H. C. Matthews at the Oceanside.

Mr. and Mrs. W. W. Pattie, Miss Pattie and maid of New York are among the August clients of the Oceanside.

Frank H. Olmstead of Worcester is making a short visit to friends at the Oceanside.

Mrs. M. B. Conway of Louisville will spend the rest of the season at the Oceanside.

P. J. Orthwine, a former patron from St. Louis, is making a short visit here.

## The Annisquam Region

Continued from Page 3.

Mrs. Guenther, Mr. and Mrs. Arthur Thiebes and daughter Marion of St. Louis, Mo., and Miss Anna Vernon Dorsey of Maryland, are the guests of Mrs. John Chapple. This is the eighth season that the Thiebes have been with Mrs. Chapple.

Mr. Santaretti and family of Boston are occupying the Trull cottage and will remain through the month of August.

Miss Elizabeth Crowley of Dorchester and Natalie Taylor of Boston are guests of Miss Marie Murray at Casco cottage, Nashua avenue.

Mr. and Mrs. E. L. Burlingame of New York are occupying the Colonial cottage.

Albert Crabtree and family of West Newton, are occupying Number Three cottage Nashua avenue.

Clarence H. Wilkins and family who have been occupying the Bronsden cottage on Nashua avenue have returned to their home in Newton Centre.

Recent arrivals at the Brynmere are:— Miss Kathleen Memford and Miss Mary Boyd, Richmond; Mr. and Mrs. Benjamin Wolcott, Indianapolis; Miss Ruth Tupper, Boston; Mr. and Mrs. J. E. Cross, Lynn; Mr. and Mrs. F. R. Schofield, Ruth D. Schofield, Somerville; Mrs. H. W. Dearborn, Mrs. L. M. Cox, Miss A. Isabel Cox, Malden; Mr. and Mrs. Charles Gane and daughter, Philadelphia; Mr. and Mrs. Frederick H. Keep, Arthur Keep, Milton; Miss Cadwell, Mrs. Alberta V. Wykes, Cambridge; Mrs. Warner E. Freeman, Dorothy Salsbury Freeman, Arlington; Mrs. Henry Loeb, Theodore Farnham Loeb, Springfield; Anna Burt Geer, Hartford, Conn.; Dr. Anna B. Lomi, Newton Centre; Miss Edna Thompson, Lowell; Mrs. E. G. Metcalf, Denver, Col.; Mrs. Katherine Prindwelle, Chicago, Ill.; Mrs. A. M. Parker, Quincy.



## 67 MIDDLE STREET, GLOUCESTER, MASS. RUGS, DRAPERIES, CRETONNE, CARPETS, WALL PAPER AND FURNITURE.

Window Shades, Upholstery and all kinds of Furnishings for Summer Houses. We also carry a complete stock of Beds, Springs, Mattresses, Bedroom, Living Room and Dining Room Furniture especially suited for North Shore trade. Our prices are the lowest consistent with good quality. We can assure quick delivery to all parts of the North Shore with our auto trucks.

A. MANTON PATTILLO.

## FOREIGN AND DOMESTIC

## FRUITS

OF THE SEASON

## HOT SPANISH PEANUTS

Orders delivered free to all parts of the Cape

## JAMES F. PATTEN

82 Main St., Gloucester, Mass.

TELEPHONE CONNECTION

## CAPE POND ICE CO.

Wholesale and Retail Dealers in

## PURE ICE

105 MAIN ST. Tel. 180

Having purchased the Ice Business and good will of Wm. A. Homans, we are prepared to furnish the people of Magnolia and Bass Rocks with first quality ice at fair prices, and with good competent drivers, we guarantee the best of service. We earnestly solicit your patronage.

C. P. ICE CO.



## HALL'S

Headquarters for Regal Shoes, for La France Shoes for Women, for Tennis, Bathing and Vacation Shoes. Special Play Shoes for Children.

REPAIRING DONE PROMPTLY

Centrally Located at 192 Main Street

## HALL'S SHOE STORE

THE BARNACLE . . . Annisquam



The Barnacle is open after 10.30 A. M. every day except Sunday. The Tea House opens at 3.30.

Curious Foreign Things For Sale  
Tea Shrub  
Ginger Ale, etc., served on the Verandas overhanging the Squam River

MISS HELEN G. BROAD  
STAMPING and EMBROIDERY MATERIALS

## Novelties

Neckwear  
Auto Bonnets  
Armenian Work  
Dainty Postcards  
Dinner Cards

First-class Developing and Printing

81 MIDDLE STREET, GLOUCESTER

TELEPHONE

HALFDAN M. HANSON  
ARCHITECT

ANDREWS BUILDING

119 Main Street, Gloucester

## Grand View Hotel

Annisquam, Gloucester, Mass.

Commands one of the Finest Views of Ocean, River and Woodland on the North Atlantic Coast.

Near Fine White Sand Bathing Beaches, Boating, Tennis, Etc.

Open during Sea Fowl Shooting Season in Fall

J. LEWIS PUBLICOVER, Prop.  
SEND FOR BOOKLET





Best Dealers Everywhere

**SELL GORTON'S SEAFOODS**

They are the Standard Product of  
New England's oldest industry.

Carefully prepared under most Modern Methods.

**THE GORTON-PEW FISHERIES COMPANY.**

PRINCIPAL HEADQUARTERS GLOUCESTER, MASS.

A cordial invitation is extended all Summer Visitors to inspect our Curing and Packing Plants.



# ROCKHOLM

## IN ANNISQUAM

OFFERS THE BEST OPPORTUNITY FOR  
**SUMMER HOMES** ON THE NORTH SHORE

It is the Best in Annisquam  
Annisquam is Unsurpassed

**ANNISQUAM** is cool, it has land bound and open water for sailing, boating, bathing, fishing and shooting. A fine harbor, has lately been dredged.

The scenery is the most varied of any on the east coast of America.

Good roads for motoring to all points.

Annisquam still combines simplicity with every convenience and is easily proved the most healthful, comfortable and delightful spot on the North Shore.

# ROCKHOLM

with its beautiful location, year-round water service, underground electric light and telephone is worthy of careful consideration.

FOR PARTICULARS APPLY TO

**WALTER O. ADAMS, Manager**  
Beach Road, Annisquam, Mass.

# USE GAS

FOR

Lighting,

Heating and Cooking

No Dirt—No Waste—No Smell

## Gloucester Gas Light Co.



OFFICE:



96-98 Main St., Gloucester, Mass.

### East Gloucester

Continued from Page 2.

Recent arrivals at the Moorland: Miss Lamer, Mr. and Mrs. Edward McCauley, Miss M. McCauley, Miss Crawford, Washington; Miss Carmen Kinnear, Mrs. M. C. Kennedy, Mr. and Mrs. Thomas MacAdam, Miss Lottie Hall Williams, Mrs. Havens, Mrs. Frank R. E. Blackwell, Miss Blackwell, Marshall Whitlack, Samar Hardy and Horace R. B. Allen, New York; Miss Edna Thomson, Kansas City; H. C. Tabor, Chester Johnstone, L. P. Macomber, T. S. Macomber, William Pitkin, Miss M. L. Clarke, Miss F. C. Poor, Boston; Mrs. F. A. Sedgwick, Marjorie and Faith Sedgwick, Mrs. Frederick Samson, Miss Samson, Florence and Lelia Sampson, Hartford; Mrs. H. D. Porter, Mrs. H. P. Johnston, Northampton; Miss H. E. Averill, Toledo; Mr. and Mrs. C. E. Montgomery, Caleb E. Montgomery, Lancaster, Pa.; Mr. and Mrs. E. H. Taylor, Westfield; Mr. and Mrs. James C. Gregg and chauffeur, Sharon; R. B. Post, Miss Carrie P. Webb, Charles A. Webb, Martin Quinn, Miss G. M. Fisher, Misses Isabel and Anna Wagner, Baltimore; Mr. C. W. Harrison and wife, Belville, Ill.; William C. Canfield, W. B. Canfield, Henry G. Nicol, Detroit; Mr. and Mrs. C. B. Darsey, Geneva, N. Y.; Mrs. S. H. Crawford, Mrs. Charles E. Cattell, Mr. and Mrs. Francis M. Brooks, Thomas B. Harper, William Harper, James Harper, Miss L. B. Harper, J. H. Grubb, Philadelphia; H. L. Reynolds, Alfred C. Robgent, Stamford, Conn.; Mrs. William R. Marsden, Brooklyn; Mabel E. Smith, Palmer; Mr. and Mrs. William Allan Dyer and William Allan Dyer, Jr., Syracuse; Mrs. J. B. Baker; Mrs. J. Blanck, Chicago; Mr. and Mrs. E. Peet, Bristol, Conn.; R. H. Brims, Pittsburg; E. N. Gould, St. Louis; Mrs. F. H. Jueckes, Miss Rachael Rathbun, Woonsocket; Huntington Gilchrist, Auburn, N. Y.; Charles O. Cornelius, Princeton, N. J.; Arthur M. Goodridge, Cambridge; Mrs. C. H. Davidson, Cincinnati.

Arrivals at the Thorwald: Mr. and Mrs. Frederick Andrews, Catherine Andrews, Fraulein Behrens, Newland Meredith, D. M. Whitney, Mrs. W. A. C. Miller, Miss Jessie Miller, Marie Smith, Detroit; Miss Hunt, Miss Maria Hunt, Mr. and Mrs. D. Barnard, Cincinnati; Mrs. C. H. Bailey, Mary E. Morris, Mrs. Eliza G. Broughton, Bloomfield, N. J.; C. H. Evans, Imogene and Rossland, Cornelius and Robert Evans, Jr., Mr. and Mrs. Arthur Gifford, I. Collins, Edith and Helen Gifford, Fraulein Burger, Edith Averils, Hudson, N. Y.; Mr. and Mrs. Felix Hughes, Allen L. Miller, Cleveland; Mrs. G. H. Bronson, Marjorie Bronson, Hartford; Mary J. Miller, Mount Vernon; Mr. and Mrs. W. T. Humble, Elizabeth Humble, Fort Worth, Texas; Robert M. Barker, Jane Bartels and children, Mrs. J. F. Nash, Alexander and Antonette Nash, Miss Kernan, Syracuse; W. H. Whitaker and William T. Day, Elizabeth, N. J.; Miss Schofield, Carrandaigan, N. Y.; Miss M. C. Kennedy, New York; Miss Genevieve Doherty, Miss Doherty and Edith M. Hyde, Brooklyn; Miss L. B. Prince, St. Louis.

Miss Blanche Stanley of Washington, D. C., who has a studio cottage on Mt. Pleasant avenue, is in Europe this season. Lieut.-Col. David Stanley, U. S. A., of Washington, brother of Miss Stanley, wife, two children and maid, are occupying Miss Stanley's bungalow. Col. Fordyce of St. Louis, Mo., arrived Thursday for the season at Orchard Heights.

Latest guests at the Fair View are: D. J. Stump, Chicago; Gaylord Brooks, Jr., Baltimore; Miss Isabel Wilbur, Brookline; Edward Pearsons Newton, Mrs. Edward P. Newton; Mrs. Burton Hart, Hyde Park-on-the-Hudson, N. Y.

Miss M. Ireland of New York, Margaret Moland of Mt. Airy, Philadelphia and Susanne H. Kerr of Englewood, N. J., are annual guests at the Fair View arriving this week.

Late guests to arrive at the Delphine this week are: Mr. and Mrs. John L. Bailey, Miss M. Martin and E. H. Bailey of Baltimore; Jefferson K. Wood of New York and Marion R. Milliken of Boston.

Miss Clara Chipman Newton of Cincinnati is here for an extended stay.

Miss Isabell Wilson of Boston is among this month's registration at the Oceanside.

Mrs. Maria Huebner and daughters Frieda, Augusta and Elsa of Indianapolis are among the Rockaway guests for August.

Former patrons returning to the Rockaway are, Mr. and Mrs. H. T. Olmstead of Chattanooga and daughter, Mrs. W. R. Butler of Chicago.

Grace Holton of Brookline has returned to the Rockaway for another stay.

Mrs. F. M. Blanchard and daughter Miss E. P. Blanchard of Dorchester are here for an extended stay.

Mrs. E. W. Peabody and daughter Mrs. A. Resteen and grandson Frederick and Miss Bull last years guests, of Newton Centre are again at the Rockaway.

Mrs. L. C. Brower of Chicago is among the August registrations at the Rockaway.

Miss Emma Goebel and sister Anna of St. Louis are making an initial stay at the Rockaway.

Mr. and Mrs. R. T. Wyckoff and son Frank of Springfield, among the older patrons of the Rockaway have registered for the rest of the season.

Miss Howard, Miss Goettheim of Cincinnati have joined friends, the Stoehrs at the Rockaway.

Mr. and Mrs. E. Stanley Hart and son E. S. Jr., of Philadelphia, patrons of some years ago have returned to the Rockaway for an end of the season stay.

Old comers to the Rockaway again returning are, Mrs. L. H. Jenkins, Misses Louise, Ellen, Grace and Alfred Jenkins of Richmond, Va., who are here for the rest of the season.

Mrs. O. S. Luffman and friend, Miss J. A. Chandler, of Schenectady are making a stay at the Rockaway.

Miss Mildred Mihill of Highland Park, Ill., has joined her friend, Miss Elizabeth Parker of Philadelphia, at the Rockaway for the rest of the season.

Continued on Page 7.

### VICTOR and COLUMBIA MACHINES and RECORDS

\$15 TO \$250

Full Line, Largest Stock on Cape Ann.  
We rent machines for all occasions and for any length of time.

**GLOUCESTER TALKING MACHINE CO.**

Tel 829-M

287 Main Street

### GEORGE W. SCOTT

AGENT FOR THE DOMINION ATLANTIC LINE

REACHING ALL POINTS IN NOVA SCOTIA AND THE MARITIME PROVINCES  
TICKETS SOLD TO ALL PORTS

MAIN ST. TEL. 446-2 GLOUCESTER

### RODERICK MACDONALD

Agent for the Plant Line

To Nova Scotia, Cape Breton, Prince Edward Island and Newfoundland

Also Agent for the Savannah Steamship Lines  
Tickets and Full Information Furnished

54 Duncan St. Tel. 161-5 Gloucester

### PUBLIC STENOGRAPHER.

Dictation, typewriting, bookkeeping, clerical work, circularizing or duplicating work promptly and satisfactorily attended to.

**NELLIE M. LINNEKIN,**

OVER CAPE ANN NATIONAL BANK, GLOUCESTER, MASS.  
TEL. 1028-W OR 853-W

### THE WOMAN'S EXCHANGE

31 RIVER ROAD, ANNISQUAM

Sales Room open from Ten to Eight P. M.

Luncheons served at short notice. Orders taken for Birthday and Fancy Cakes for Children's Parties.

Ice Cream and Cake served on piazzas. Gram Row's Home Made Candy received Wednesday and Saturday.

### Shoe Shining Parlor

Ladies' and Gents' Straw and Panama Hats Cleaned while you wait. All kinds of White Canvas Shoes and Slippers cleaned like new. A choice selection of Cigars, Tobaccos and Smokers' Articles.

135 MAIN STREET

Near Wonsan Garage, C. J. Gray's and Barker's

### PATRICK SWEENEY

Landscape Gardener

8 PERKINS STREET, GLOUCESTER

Shrubs Furnished at Short Notice. Satisfaction Guaranteed  
SEND POSTAL

### A. P. STODDART & CO.

236 MAIN STREET, GLOUCESTER, MASS.

Engineers and Machinists

Steam and Gasoline Engine Repairing and Supplies  
Vessel and Yacht Steerers

### HERMAN W. BROWN

Piano Tuner and Repairer

Long experience with Summer residents' requirements.

Telephone 866-W P. O. Box 375  
Residence, 372 Washington Street, City  
SATISFACTION GUARANTEED

### GARMENTS

Cleansed, Pressed and Repaired

IN THE CUSTOM DEPARTMENT OF

**STACY'S CLOTHING STORE**

Main Street, Gloucester, Mass.

Tel. 502-W

### SPECIAL TO SUMMER RESIDENTS

Fancy Dyeing and French Cleansing  
Done in the Highest Style of the Art

### BOSTON DYE HOUSE

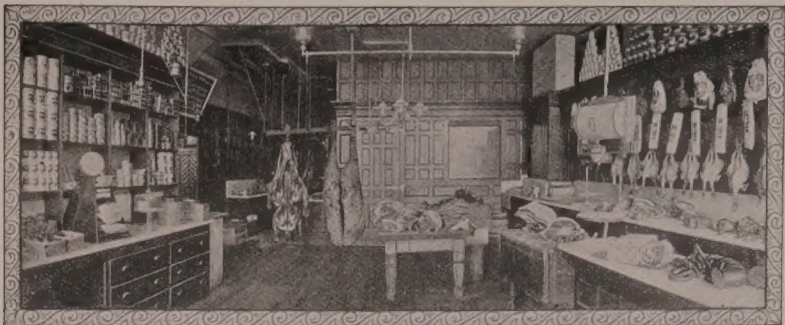
269 Main Street, Gloucester, Mass.

Just below the Olympia Theatre

Tel. 361-W

All Work Done in 24 Hours





## Largest Grocery and Provision Dealers on Cape Ann

SERVING SUMMER COTTAGERS A SPECIALTY

DELIVERIES

Made at Bass Rocks, East Gloucester, Magnolia, Fernwood, Wolf Hill, River View, Wheeler's Point and Annisquam

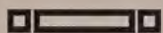
Telephone orders will receive our prompt attention

DAVIS BROS. 179-183 Main Street

## HAWTHORNE INN

and Cottages

EAST GLOUCESTER, MASS.



GEORGE O. STACY, Proprietor

## PURE WATER VITALLY ESSENTIAL TO HEALTH

RAVENSWOOD SPRING WATER,

Clear as Crystal, Absolutely Pure, delivered in any quantity to all parts of the Cape.

## THE WETHERELL PHARMACY

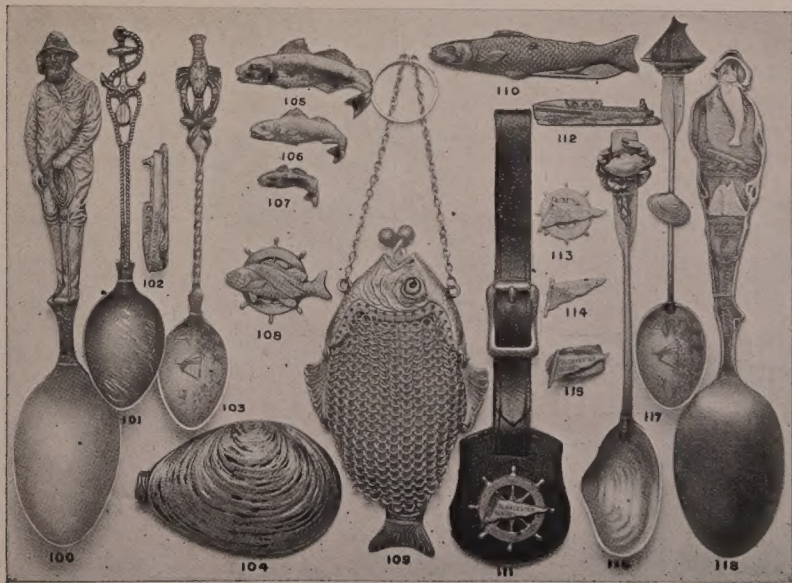
The Oldest Established Drug Store in the City

Prescriptions a Specialty. Soda Department a Specialty. Finest Flavors in the City. High Grade Confections. Foreign and Domestic Cigars

P. O. Square 178 Main Street Gloucester

## FOSTER & BLANCHARD, - JEWELERS

THE STORE WITH THE SIDEWALK CLOCK



100-118 Back and Front Fisherman Spoon, tea spoon size only, sterling silver .....	\$1.75
101 Coffee Spoon, sterling silver .....	1.50
102 Motor Boat Tie Clip, fine silver plate .....	.25
103 Coffee Spoon, sterling silver .....	1.00
104 Clam Tape Measure, fine silver plate, measures 36 inches .....	.25
105 Fish Pin, sterling silver, enamel in colors .....	1.00
106 Fish Pin, sterling silver, enamel in colors .....	.75
107 Fish Pin, sterling silver, enamel in colors .....	.50
A108 Pin, fine silver plate .....	.25
B108 Fob, same style as 111, either black or tan strap .....	.50
109 Fish Purse, length 3 1/2 inches, finely silver plated .....	\$2.75
110 Fish Knife, silver plated, one blade .....	.25
111 Fob, black or tan strap .....	.50
112 Motor Boat Pin, silver plated .....	.25
A113 Pin, fine silver plate .....	.25
B113 Fob, same style as 111, either black or tan strap .....	.50
114 Flag Pin, enamel .....	.25
115 Tie Clip, silver plate, with enamel flag .....	.25
116 Coffee Spoon, sterling silver .....	1.50
117 Coffee spoon, sterling silver .....	1.25

Illustrations about 2/3 size. All mail orders sent prepaid. Order by numbers.

150 MAIN STREET

GLOUCESTER, MASS.

### East Gloucester

Continued from Page 6.

Society at East Gloucester was out in full force Friday night at the Hawthorne Inn casino when a huge Card Carnival was given by some of the ladies of the Hawthorne Inn and the cottagers of Eastern Point.

The beneficiaries were the Mountaineers of Kentucky, the Settlement School there, and the moving spirit in the affair was Mrs. William K. Harcourt who acted as chairman for the occasion. Mrs. Reid was the treasurer and the committee was composed of the following women: Mrs. Frederic Tyson, Baltimore; Mrs. F. M. Gibson, Washington; Mrs. Wayland, Summer-ville, S. C.; Mrs. Alex. McLennan, Louisville; Mrs. C. C. Overton, New York; Mrs. Edward Vickery, Baltimore; Miss N. P. H. Robbins, Lowell; Mrs. H. Marcus Dennison, Baltimore.

The punch was served by Mrs. J. Davis Broadhead, S. Bethlehem, Penn.; Miss Edith Nottman, New York; Mrs. E. C. Wilson, Springfield; and they were assisted by the following young ladies: Miss Nietzsche Holder, Cambridge; Miss Elizabeth George, New York; Miss Stella Garrett, St. Louis; Miss Marion Dana, Brookline; Miss Helen Kelley, New York; Miss Dorothy Hart, Cincinnati; Miss Elizabeth Whiting, Chicago; Miss Belle Bryan, W. Brighton, N. J.

Each table furnished a prize and the card games were many. Euchre, Five Hundred, Poker for a prize, Rum, Auction Whist were all indulged in.

A Kentucky woman gave two prizes for the highest score for lady and gentleman and they were won by Mrs. Bryan of Staten Island, a beautiful silver basket, and Capt. Law of the U. S. S. Dolphin, a gorgeous travelling bag. There were fifty tables and the proceeds will reach a good amount, enough to educate several Kentucky Mountain girls.

Mrs. Harcourt was the spokeswoman and made the presentation speech and there were three cheers for her at the finale.

Among those present were the Siamese Minister, Gen. and Mrs. George C. Reid, Gen. and Mrs. Elliott, Gen. and Mrs. Anson Mills, Senator and Mrs. Broadhead, Mr. and Mrs. Vickery, Mr. and Mrs. Dennison, Capt. and Mrs. Gibson.

At the tables were the following, the first named being matrons:—

Mrs. Clark, Mr. Clark, Miss Sawyer, Mrs. George.

Mrs. Crocker, Mrs. Flagg, Mrs. Harrison, Mrs. Tune.

Mrs. Elwell, Mrs. Hughes, Mrs. Elwell, Mr. Elger.

Mrs. Steiner, Mr. Eidlitz, Mrs. Whiting, Mrs. Hemmick.

Miss Milnor, Mrs. Appell, Mrs. Alice Smith, Mrs. Parker.

Mrs. Clapp, Mrs. Rice, Mrs. Hills, Mrs. Haven.

Mrs. Hart, Mr. Hart, Mr. Vickery, Mr. Pilling, Mr. Hemmick, Gen. Elliot, Capt. Gibson.

Mrs. Banks, Mrs. Frasier, Mrs. Moore, Miss Oliver, Miss Oliver, Mrs. Manly.

Mrs. Manning, Miss Fiske, Mr. Appell, Prof. Butman.

Mrs. Preston, Mrs. Brooks, Miss Field, Miss Beals, Miss Julia Beals, Mrs. Brahmen, Miss Lautenbach.

Mrs. C. L. Rynard, Mrs. Belger, Miss Wilson, Miss Knight, Mrs. Coggeshall.

Mr. Guernsey, Mr. Vickery, Miss Guernsey, Mr. Brumback.

Mrs. Emerson, Dr. Emerson, Mrs. Shepherd, Miss Boyd.

Mrs. Howard Brown, Mrs. Tyson, Miss Robbins, Miss Burnham.

Mrs. Bruce, Col. Bruce.

Mrs. Montgomery, Miss Prather, Miss Armsby, Miss Matluck.

Mrs. Cumneck, Mr. Cumneck, Mr. Floyd, Mr. Wemple, Mrs. Nichols.

Mrs. Fennelly, Mrs. Brinkerhoff, Mr. Urthers, Mr. Urthers. Mrs. Vickery furnished prize.

Miss Ward, Miss A. Stocton, Miss Learned, Mrs. Clapp.

Mrs. Yerges, Mrs. Lewis, Mr. Wood, Miss Helen Wyman.

Miss Belzer, Mrs. O'Connor, Miss Wharton, Miss Chanute.

Mrs. Cooper, Mrs. Lewis, Capt. Lewis, Mrs. Bryan.

Mrs. Harcourt, Mr. O'Bryan, Mr. Henriques, Dr. Bryan.

Mrs. Gibson, Mrs. Gibson, Mrs. Crapo, Miss Kessler.

Mrs. Conrad Reid, Mr. Reid, Miss Libby, Lieut. Rowcliff.

Mrs. Merriam, Mrs. Haskell, Mr. Haskell, Mrs. Overton.

Mrs. C. H. Leete, Mrs. Scrymer, Miss Milne, Mrs. Wilson.

Miss Steiner, Miss Keith, Dr. Steiner, Mr. Brinkerhoff.

Mr. John McLennan, Miss Overton, Alex. Barbour, Edith Holder.

Mrs. Dana, the Siamese minister, Mr. Loftus, Mr. Dana.

Mrs. Hughes, Miss Marston, Miss Rider, Miss Hoff.

Mr. Overton, Mrs. Wayland, Mrs. Musgrave, Mrs. Rogers.

Mrs. Butler, Mr. O'Connor, Mrs. Hills, Mrs. Strubing.

Miss Bailey, Mrs. Hawes, Miss Hutchins, Mrs. Hutchins.

Mrs. Vickery, Mrs. Elliot, Mrs. Lunt, Mrs. Dallan.

Mrs. McLennan, Miss Carter, Mrs. McLennan, A. Marr.

Miss Charlotte Denison, Miss Miner, Mr. Prizer, Mr. Denison.

Mrs. Lytle, Mr. Lytle, Mr. St. John, Mrs. Fiero.

Mrs. Hawes, Mr. Hawes, Mr. O'Connor, Mr. Broadhead, Mr. Harcourt, Gen. Reid.

Mrs. Denison, Miss Vickery, Mrs. McLennan, Mrs. Carter, Mrs. Rising.

Mrs. Allen Taft, Mr. Taft, Miss Stocton, Mr. —.

Mrs. Holmes, Mrs. Holmes, Mr. Miller, —.

Mrs. Moore, Mrs. Dunham, Mrs. Mendeth, Miss Stockton.

Miss Wells, Miss Plympton, Mrs. Preston, Miss Prizer.

Miss Heulings, Miss Moffat, Miss E. Smith, Miss Heulings.

Mr. Dennison, Mr. Shepherd, Mrs. Shepherd, Mrs. Rathborne of "The Hacienda," Mrs. Hodges and Mrs. Friend were also matrons.

Mrs. R. A. Phillips of Washington joined her son-in-law and daughter, Mr. and Mrs. Newhauser, at the Harbor View.

Mrs. N. C. Eakin and Miss A. Eakin of Englewood, N. J., are spending August at the Harbor View.

Mr. and Mrs. W. T. Carlton of Manchester are numbered among the Harbor View registrations.

Mr. and Mrs. John C. Blank and son, Wesley, of Winchester, former patrons, have registered for August at the Rockaway.

Mr. and Mrs. O. F. S. Mechlin of Washington, are visiting their sister, Miss Lelia Mechlin at the Harbor View.

Continued on Page 8.

## CLEARANCE SALE OF ANTIQUE FURNITURE

CAN BE BOUGHT AT GREATLY REDUCED PRICES AT

F. C. POOLE'S  
7 CENTRE STREET  
GLOUCESTER

The only place on Cape Ann where Fine Upholstering and Cabinet Making is being done.

## Summer Homes

When you buy, sell or rent you will benefit by expert, unbiased assistance. . . . .

## Walter O. Adams

provides this sort of service.

Properties shown in private motor.

Manager and owner of high-class properties for sale and rent.

Most consistently satisfactory brokerage service for Gloucester territory. . . . .

Beach Road, . . ANNISQUAM

Tel. 831 Gloucester



## Long Beach

Long Beach, which shares with Good Harbor Beach the reputation of one of the finest bathing beaches on the coast, is again the home of a large number of cottagers from the city and from various parts of the country. The view here is superb and easy access to and fro is afforded by the street railway. The roster shows that every cottage is taken and that the place is retaining its former popularity.

Hon. Frank E. Davis and family of Gloucester, one of the first of the cottagers to make the locality their summer home are again domiciled at "The Bungalow" near the western end of the beach.

Clear View cottage is occupied by Ernest W. and J. T. Tutten and families of West Medford.

Hiawatha cottage is occupied this season by Mrs. Adelaide Bartlett of Gloucester.

William M. Murphy and family of 402 Columbia road, Dorchester, have Twin Light cottage.

Henry J. Griggs and family of Buffalo for the third year are occupying a cottage here.

R. J. Walsh and family of Dorchester are occupying one of the cottages.

Howard Lufkin and family of Gloucester as for some years past, are making their summer home at Surf cottage.

Frank Morley and family of Hyde Park have taken the Roper cottage for the fifth year.

Spray cottage is this summer occupied by M. F. Cunningham and family of Waltham.

John Stark and family of Waltham are again occupying their cottage, "The Thistle."

Rufus Harrison and family of Gloucester are in Whipporwill cottage.

Another Waltham family who make their summer home here, that of Edward Pepper of Waltham. They have Holm Lea cottage which they own.

John P. Hale and family of Gloucester are again occupying Bellevue cottage.

Mrs. W. A. Merritt and daughter of North Scituate have Avalon cottage.

T. J. Degnon and family of Worcester will occupy a cottage here during August having arrived last week.

Simon Sanders and family of New York are spending their fifth season in a cottage here.

Priscilla cottage is occupied by J. Fred Ferguson and family of Gloucester, this being their eleventh season here.

Sea Breeze cottage is occupied by Clifford E. Morse of Cambridge and by Stephen R. Googins of Norwood.

N. F. Xavier and family of Newton have "The Outlook."

J. F. Fielding and family of Winchester are occupying Seaside cottage.

"The Moorings" this season is leased by Dr. John F. Young and family of 1821 Beacon street, Brookline.

Ralph C. Shepherd and family of the city proper, are occupying Grand View cottage.

Mrs. James C. Pratt of Worcester is for the second season occupying a cottage at Long beach.

Hon. and Mrs. Isaac A. S. Steele of Gloucester are this season occupying their son Arthur's cottage here.

Jeremiah Foster and Harry Smith and families of Gloucester are joint occupants of one of the cottages here.

Mrs. James Cogan of Stoneham is occupying her cottage, "By-the-Sea."

Parker Marr and family of Gloucester are occupying their cottage.

"The Breakers" is occupied this season by H. Loring Hayden and family of Watertown.

Umatella cottage is the summer home of Albert E. Jones and family of Somerville.

Beach View cottage is Bachelor's hall of the row, being occupied by several Gloucester young men including Simeon B. Hotchkiss, Jack Friend, Carl Jeffery, Frank Francis, P. J. Casey and William Dorsey.

"Kill Kare" is this season occupied by John Lyons and family of Dorchester.

Charles E. Webber and family of Arlington are occupying their cottage "The Jolly Dolphin."

Mrs. F. A. Russell of Somerville has a cottage here and has as her guest Mrs. J. Quincy Billings of Boston.

Frank Stowers and family of Somerville are occupying their own cottage.

Joseph H. Peacock and family of Dorchester are for their seventh season occupying "Pleasure Inn."

Mr. and Mrs. George F. Greeley who were recently wed, are spending their honeymoon summer with Mrs. Lottie M. Haskins at her Long beach cottage.

Prof. J. M. Poor and family of Dartmouth College are spending their fourth season at their cottage. They have had as their guest during the week Prof. and Mrs. K. Osakawa of Yale who are spending the summer in Gloucester.

J. William Darcy and family of Gloucester are as usual occupying "The Billows."

"Saltair" is the seashore home of Clarence E. Fuller and family of Brookline who have spent several seasons here.



141-143 MAIN STREET

GLOUCESTER, MASS.



## THE OCEANSIDE AND COTTAGES

MAGNOLIA, MASS.

Open from June to October

Accommodates 750

W. S. WARREN,  
Managing Director

Summer people and non-resident owners of property who desire their tax bills forwarded to their summer address, may have them by notifying the Collector, giving name and address on or before August 15, 1912.

Yours respectfully,

RICHARD L. MOREY,  
Collector of Taxes.

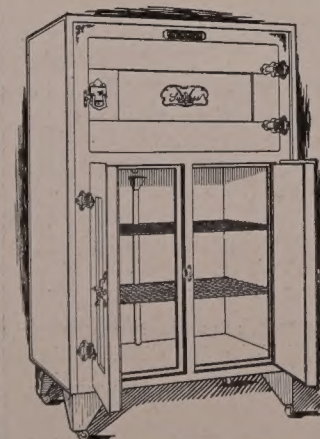
## The Moorland

### Bass Rocks ... East Gloucester

Right on the Broad Atlantic. Grand Rugged Ocean Scenery, Golf, Tennis, Casino, Surf and Salt Water Bathing

EDWARD D. PARSONS, Prop.

### "SUCCESS" ALL STEEL REFRIGERATOR



Most Sanitary, Durable and Economical Refrigerator Manufactured.

Send for Booklet 20 Different Styles and Sizes

MANUFACTURED BY  
SUCCESS MANUFACTURING CO.  
SARGENT STREET  
Gloucester, Mass., U. S. A.

Our New Store, the most up-to-date and sanitary on the North Shore. Special refrigerating system, ensuring absolute cleanliness. The finest grades and choicest cuts of

MEATS, POULTRY,  
VEGETABLES, FRUITS,  
FINE GROCERIES

especially selected for high-class trade. Ward-Corby Bread received daily. Cakes and Pastry of all kinds, Clicquot Ginger Ale and Hot Weather Drinks.

We have added a **Fresh Fish Department**, and carry all kinds of Fresh Fish in their season.

Goods delivered in all suburbs of Gloucester.

## Automobilists, Attention!

The attention of all automobilists is called to the following provisions of the Revised Laws of Massachusetts Relative to Motor Vehicle Laws, Acts of 1909, Chap. 534, Section 14:

SECTION 14. Every person operating a motor vehicle shall bring the vehicle and the motor propelling it immediately to a stop when approaching a horse or other draft animal being led, ridden or driven, if such animal appears to be frightened and if the person in charge thereof shall signal so to do; and, if travelling in the opposite direction to that in which such animal is proceeding, said vehicle shall remain stationary so long as may be reasonable to allow such horse or animal to pass; or, if travelling in the same direction, the person operating shall use reasonable caution in thereafter passing such horse or other animal. In approaching or passing a car of a street railway which has been stopped to allow passengers to alight or embark, the operator of every motor vehicle shall slow down and if it be necessary for the safety of the public he shall bring said vehicle to a full stop. Upon approaching a pedestrian who is upon the travelled part of any way and not upon a sidewalk, or where the operator's view is obstructed either upon approaching an intersecting way or a curve or corner in a way, every person operating a motor vehicle shall slow down and give a timely signal with his bell, horn or other device for signalling:

Provided, that in the thickly settled parts of a city or town no bell, horn or other device for signalling shall be sounded so as to make a harsh, objectionable or unreasonable noise, except in the case of fire and police department vehicles and ambulances; and provided, further, that no operator of any motor vehicle shall at any time permit any unreasonable amount of smoke to escape from said motor vehicle, nor shall said operator at any time permit said motor vehicle to make any unnecessary noise, by cutting out the muffler, or otherwise.

The driver of any motor vehicle on any highway approaching a crossing of ways, shall slow down and keep to the right of the intersection of the centres of both ways, when turning to the right, and shall pass to the right of the intersection of the centres of said ways before turning to the left.

Per order

WILLIAM H. POLAND, City Marshal.

## FRANK P. WONSON Automobiles and Supplies

First-Class Repairing  
Machines Rented by the Hour or Day  
Auto Parties will be Furnished with Competent Chauffeurs

MAIN GARAGE  
Corner of Main, Hancock and Rogers Streets  
BRANCHES  
At Magnolia and Bass Rocks  
OPEN DAY AND NIGHT





OUR NEW FIREPROOF OFFICE, SHIPPING AND PACKING BUILDING JUST COMPLETED  
THE MOST PERFECT SANITARY BUILDING EVER CONSTRUCTED FOR THE FISH BUSINESS.  
BUILT AND OCCUPIED EXCLUSIVELY BY FRANK E. DAVIS FISH CO., GLOUCESTER, MASS.



**WE SELL FISH**  
Only to the **CONSUMER** Direct  
and **NOT** to the **DEALER**.

A Mail Order Business Since 1885.

You will want for your **Own Home Table** just such fish as you are enjoying now at the seashore.  
You will want **Fresh Lobster**. We can supply you any time with lobster meat as fresh, as crisp, as perfect looking and tasting as if you yourself shelled it from the finest fresh lobster. It is canned in the modern sanitary way right where the lobsters live. Cans are parchment paper lined so meat does not touch the tin. It makes perfect salad, Newburg sandwiches and deviled lobster.  
You want to use **Fat Salt Mackerel, Genuine Codfish** and other appetizing Gloucester products. We can supply you no matter where your winter home may be. We furnish also **Imported Fish Products**, and in fact every kind of choice keepable fish for use in your own home.  
Where else can you get such goods, put up as we do for particular people? We get special express rates and **Prepay Charges** right to your house.  
Send for our list for use here or at your winter home. Better still, **Call and meet us and see what we have to offer and leave an order for fall shipment**  
You need not pay until you have tried the goods.

**FRANK E. DAVIS FISH CO. 97 Rogers St. Gloucester, Mass.**



**Armstrong's New Store**

Complete Assortment of Footwear for Summer  
Cape Ann Agency for the celebrated  
**GROUND GRIPPER SHOE**  
and all Burt's Goods  
**COR. MAIN AND CENTRE STREETS**  
Near Street Railway Station

CALL AT OR TELEPHONE to the **SINGER OFFICE**  
If you wish to rent or purchase a  
**SEWING MACHINE**  
EXPERT REPAIRING  
**R. T. HENLEY, Mgr.**  
2 Chestnut St., opp. Olympia, Gloucester  
TELEPHONES 536-4, 786-W

### FISHING TACKLE

Motor Boat Supplies, Life Preservers, Oars, Fire Extinguishers,  
Lights, Hooks, Lines, Etc.

**LOTHROP'S PATENT FOG HORN**

**L. D. LOTHROP & SON**

70 DUNCAN STREET - GLOUCESTER

\*\*\*\*\*  
The Coolest Place on the North Shore on a Summer's Day

### The Palace of the Sweets

197 Main Street, Gloucester

Superior Ices a Specialty, put up for Wholesale  
and Retail Trade. Choice Confections of Our  
Own Make, Opposite Post Office.  
Free Delivery. Telephone Connection.

### The Anchorage

East Main St., just as you turn to go to Rocky Neck  
New Management.

Choice Ices and Pure Home Made Candies,  
Periodicals, etc.  
Manicuring and Shampooing Parlors Connected, in  
charge of lady attendant.  
Our Summer Guests are most cordially welcome.  
\*\*\*\*\*

### White & Packard Cars For Hire



### New 1912 White Passenger Busses

We have now ready for hire, pneumatic tired  
White Passengers Busses seating 12 people. Just  
the cars to take parties to Salem Willows, Lake-  
croft, Ferncroft, Nahant, Revere Beach, Boston,  
Portsmouth, White Mountains and all other New  
England points. Also trips to New York.

Special Rates For Above Trips

### PERKINS & CORLISS

1 Middle Street, GLOUCESTER Tel. 200  
Beach Street, MANCHESTER Tel. 290

### THE HARBOR VIEW

EAST GLOUCESTER, MASS.

First in Excellence  
Second in Size  
APRIL to  
NOVEMBER

### The Rockport Shore

Continued from Page 3.

Mrs. John H. West and nephew, Roderick C. Hall of Worcester spent the week end as guests of friends at the Ocean View.

T. A. Dolan of Fall River is visiting his friends the Brummetts of Boston, at the Ocean View.

Mrs. Harry Stocks, Misses Violet and Esther Stocks and Miss Lena M. Bowen of Lowell who were here earlier in the season have returned to the Ocean View for the rest of the season.

Mr. and Mrs. T. M. Ruegenberg and children, Amy L. and Jack Ruegenberg are visiting other members of their family registered at the Ocean View, while on a motor car trip through the New England states.

A grand ball complimentary to the officers of the battleship squadron will be given at the Ocean View next Thursday evening and will be without doubt the social event of the season in this section.

Invitations have been issued to many of the cottagers. The ladies orchestra which furnishes music for the Ocean View this season will be increased by the addition of Miss Mary Warren, cornetist, and Miss Bessie Lobdell, cellist.

Late arrivals at Turk's Head are: Fritz Schurmann, Berlin, Germany; Mrs. Arthur E. Jackson, Miss Constance Jackson and Phillip Jackson, Brighton; Miss Caroline T. Lawrence, Miss M. T. Willis, Miss F. G. Willis, Mr. and Mrs. Charles Bulkley, New York; Mr. and Mrs. R. L. Studley and daughter Eleanor, J. O. Davis, Miss Nettie Davis, Miss Mary N. Davis, accompanied by Miss Helen G. Sykes of Hartford, Conn.; Mrs. T. F. Cleaver, Kentucky; D. E. Timmerman, Boston.

### The Annisquam Region

Continued from Page 3.

Arrivals at the Grand View Hotel: Harriet W. Bacon, Cambridge; Mr. and Mrs. John A. Page, Mr. and Mrs. H. W. Scanlan, Eleanor H. Scanlan, Boston; W. Stoddard, New York city; W. H. Lerner, Cambridge; Mrs. Cook, Augustus Cook, Carleton Cook, St. Louis; Mr. and Mrs. D. E. Bliss, New Bedford; Clara Cone, Hartford; Mrs. Judkins, Miss Mildred Judkins, Mrs. A. S. Kelley, Winchester; Mrs. F. W. Rane, Janet Rane, Fannie Rane, Annsworth Rane, Waban; Mr. and Mrs. Moss, Miss Esther Moss, Master Jack Moss, Lockport, N. Y.; Ida Carman, C. S. Judkins, Boston; N. S. Kellogg, New York city; F. W. Davison, Boston; Charles Rann Kennedy, Annette Armstrong, Brooklyn; Mrs. G. Solomon, Boston; George Judkins, C. Ernest Judkins, Winchester; Carolyn Fetter, Brooklyn; Miss C. S. Gliddens, Albany; Olive Kemp, Alice Purchase, Toronto, Canada.

The artist colony of Annisquam and their friends were delightfully entertained at the studio of Mr. and Mrs. William T. Brundage on River road, Saturday evening. The event was a masquerade costume party. Mrs. Brundage was gowned as a grand dame of the court of Louis Philippe; Mr. Brundage appeared to advantage as a pirate and needed no mask for a disguise, nor did Miss Winchester of Brooklyn, whose negro makeup and characteristic dress would have taken a prize had there been one. Miss Elizabeth Winchester was very fortunate in having a beautiful Chinese costume. Mrs. and Miss Murphy represented respectively a Quakeress and queen of the sea, the latter costume designed by Mrs. Brundage and very beautiful. Melbourne Hardwick was dressed as a Roman nobleman of the time of Julius Caesar, and Mrs. Hardwick was attired as a Volendam Dutch woman, including the wooden shoes. Mrs. and Miss Roney were respectively a New York dame of 1830 and a rag doll. In this costume Miss Roney contributed much to the evening's entertainment. Miss Charlotte Lane, Miss Helen Lane and Mrs. Fred Cunningham created much interest with their 1850 gowns from the old family chest. Miss Nancy Flagg's costume of a Russian princess was most effective. Mrs. Clark wore the gown of a French lady of 1775, Mrs. Aldrich that of an Egyptian princess and Miss Aldrich was charming as a Japanese. Mrs. Howe and her friend wore the uniform of Red Cross nurses and Mr. Howe and Mr. Eaton appeared in dominoes.

### Magnolia

Crescent beach is more and more becoming the fashionable promenade. Notwithstanding the fact that the temperature of the water has averaged about 64 degrees during the week, the demand on the bathing house accommodations has taxed the supply and with warmer weather additions to the pavilion would be imperatively demanded. The tendency during the morning concert is to make the beach the grand promenade and many handsomely gowned women are in evidence.

## BASS ROCKS HEIGHTS



Above house occupied by Mr. Jacob Plaut of Cincinnati. New house recently built by "Ten Associates" on their beautiful property at "Bass Rocks Heights."  
This is one of several fine houses built, or to be built, upon this magnificent property overlooking Bass Rocks, Good Harbor Beach and the Atlantic Ocean. Fine bathing facilities near by. Electric lights, gas and city water, in fact every convenience for first-class houses. Reasonable restrictions as to building which assures the future of the property.

Apply to SYLVANUS SMITH, JR., or to any local agent for particulars.



THREE FLOORS  
25 Departments

# BUTMAN & FRENCH

P. O. SQUARE  
GLOUCESTER

The Department Store of Quality



This up-to-date store is ready to furnish your summer needs. Every department is replete with just the things you want. Wearing apparel, Shirt Waists, Bathing Suits, Sweaters, Children's Dresses on the second floor. Men's Furnishings, Infants' Wearables, all kinds of Underwear, Hosiery, Gloves and Summer Fabrics on street floor. Camp Supplies, Kitchen Furnishings, Hammocks, Pillows, Porch Shades, Screens and Screen Doors, Oil Stoves, Ice Cream Freezers and Refrigerators in Basement.

## The Success Manufacturing Co.

One of the large manufacturing enterprises of this city is the Success Manufacturing Co., whose rapidly growing establishment, several times enlarged, is on Sargent street, this city. It manufactures and sends to all parts of the world, including the Philippines, England, France, the Hawaiian Islands and other distant points, its famed all steel refrigerators, the latest design in fireless cookers, Success ash sifters, besides other articles of household use of the best grade. These articles are in use in summer cottages as well as in permanent homes and purchasers on Cape Ann may be supplied direct from the factory with all that implies in satisfactory service.

## East Gloucester

Continued from Page 8.

Mrs. J. Hilman Crawford of Philadelphia and Mrs. Charles Catell, who are stopping at the Moorland were entertained by Mrs. William P. Elwell of the Hawthorne Inn at a small informal bridge party on Wednesday evening last.

The Willowfield Tea Rooms, under the management of Mrs. Webster, are growing more popular daily. Many society people touring the North Shore are attracted to this cheerful spot and a large number of parties have been successfully given here.

Late arrivals at the Hawthorne Inn: — Miss E. B. Allen, Buffalo, N. Y.; W. L. Brown, Philadelphia; W. R. Barbour, New York City; George B. Blackall, New Haven; Robert N. Chambers, New York City; Mrs. Fred Coggeshall, Boston; Mrs. James Cox, Miss Peggy Cox, Albany; Miss F. M. Cushing, Norwood; Miss Irene DeWitt, Brooklyn; Miss Emma Davis, Kansas City; Harry Elger, New York City; Gustavus Esseler, Jr., Boston; Harry Elger, Jr., Brooklyn; J. S. Fogg, St. Louis; Mr. and Mrs. S. A. Foster, Kansas City; Mrs. J. R. Fisher, Toronto; Mrs. J. Newton Fero, New York City; Rev. G. McC. Fiske, Miss Fiske, Providence; Miss M. Foote, Elizabeth, N. J.; Miss Farnsworth, Albany; Emilio Guilandea, New York City; Mr. and Mrs. Gilmore, Washington; John Higgins, Mrs. H. G. Henry, Philadelphia; Nathan S. Hendricks, Kansas City; J. F. Kessler, Boston; Bronson W. Long, Mrs. W. S. Long, New York City; Miss Helen Leroy Lane, St. Louis; Earle H. Lyte, New York City; Maurice Dupont Lee, Wilmington, Del.; Muriel Moore, Mary De Camp Moore, Lynchburg, Va.; Miss George E. Matthews, Burrows Matthews, Buffalo; J. F. Moffet, Chicago; Miss Virginia Moffet, Montclair, N. J.; A. P. Moorewood, Elizabeth, N. J.; Mr. and Mrs. C. W. Miller, Mrs. Bertha F. Miller, Miss Florence Miller, Miss Emma S. Miller, Pennsylvania; B. W. McMann, Brattleboro; E. T. McLaughlin, New York City; Mrs. E. L. O'Brien, Miss Belle O'Brien,

Miss Nora O'Brien, Staten Island, N. Y.; C. C. Oberton, New York City; Mr. and Mrs. Ed. Prizer, Miss Mary C. Prizer, Dr. E. Leroi Prizer, East Orange, N. J.; Mr. and Mrs. A. H. Berry, Miss Gladys Berry, Haverhill; Mrs. M. B. Parsons, Miss Grace P. Ryder, Westfield; Weld Allan Rollins, Boston; John A. Reagan, Philadelphia; Frank Van Roulto, Boston; R. C. Robb, Detroit; C. F. Rogers, New York; Mrs. O. L. Smith, Philadelphia; Miss Alice Smith, Miss Evelyn Smith, Montclair, N. J.;

Dr. W. R. Steiner, Hartford; Arthur U. Samson, Boston; J. W. Stebbins, Springfield; Mrs. D. T. Small, Brookline, Mass.; Mrs. William C. Scarrett, Miss Dorothy Scarrett, A. A. Scarrett, Kansas City, Mo.; Mr. and Mrs. T. H. Vickery, Baltimore; Miss Eliza Wisdom, New Orleans; Miss J. C. Wells, Buffalo; Mrs. John C. Wilmerding, Janet Wilmerding, L. I.; Mr. Carter Wilder, Kansas City; Mrs. W. P. Williams, New York City; Miss Edith Woodruff, New York.

## Souvenirs and Novelties IN JEWELRY

A complete line of Souvenir spoons, Brooch pins, Scarf pins, Fobs, etc.

DIAMONDS, WATCHES, JEWELRY, PRIZE CUPS

ARE YOUR CLOCKS IN GOOD ORDER?

Expert workmen will call at your residence and repair and regulate them.

## W. F. CHISHOLM & SON

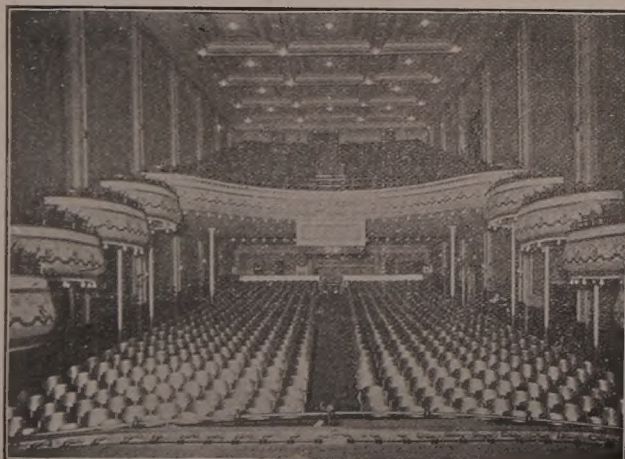
Jewelers and Opticians

161 Main Street

VISIT THE NEW

## OLYMPIA THEATRE 253 Main St. Gloucester

THE COOLEST THEATRE IN NEW ENGLAND



Looking from Stage

Box Seats Reserved

Our Motto: "Your Money's Worth"

Telephone Gloucester 452-L

High-Class Vaudeville  
All the latest and best  
Pictures and Illustrated Songs

Doors open from 1.45  
to 10.30 p. m.

Continuous  
Performance

Entire Change of Show  
every Monday,  
Thursday and Sunday  
Big "BARGAIN DAY  
SHOW" every Friday

Grand Sunday Concert  
from 5 to 10 p. m.

Greatest Show on  
Earth for the price

## Men's Outing Suits

OF  
Exceptional Quality  
and Wide Variety

AT  
\$8.50 \$10.00 \$12.00  
\$15.00 \$18.00

In Plain and Norfolk Models and cool Summerish colors. We can fit you right, too. Come in and let us try.

\*\*\*\*\*

We carry in stock complete lines of  
Bates Street Shirts  
Manhattan Shirts  
Interwoven Hose  
Flannel Trousers  
Bathing Suits  
Sweaters

and all other articles of Men's Wearing Apparel to be had at Right Prices.

\*\*\*\*\*

## Talbot Company

Manufacturers

Operating over 40 Retail Stores

199 Main Street Gloucester, Mass.



## The Ocean View House

### Pigeon Cove

Cape Ann, Mass.

One of the coolest resorts on the Massachusetts coast

GOLF - TENNIS - BOATING - BATHING - ELECTRICS

Mrs. E. W. DUNKLEE, Proprietor

## Theo. L. Martin Co.

Importing Tailors

ONE of the many conveniences of this very pleasant Summer resort is our tailoring establishment.

You are cordially invited to inspect our shop and sanitary workrooms and to make use of us when you require anything in the tailoring line.

We keep in touch with the newest fashion ideas and during our sixteen years of tailoring have fitted satisfactorily the most difficult figures.

We employ only clean, intelligent, efficient Gloucester tailors. May we talk clothes with you sometime this Summer.

Cleaning, Pressing and Repairing

132 MAIN STREET

OVER BARKER'S DRUG STORE

Tel. 679-W

## Camera Supplies

OF ALL KINDS

Developing and Printing at Short Notice.

The Celebrated William Bourne & Son Pianos.

For Sale and To Rent.

Other makes carried also.

Victor and Victrola Talking Machines  
from \$15 to \$250.

Full Supply of Records.

Just the thing for cottage or pleasure boat.

## FRED W. PEABODY

211 Main Street, Opp. Elm

Just Below Post Office